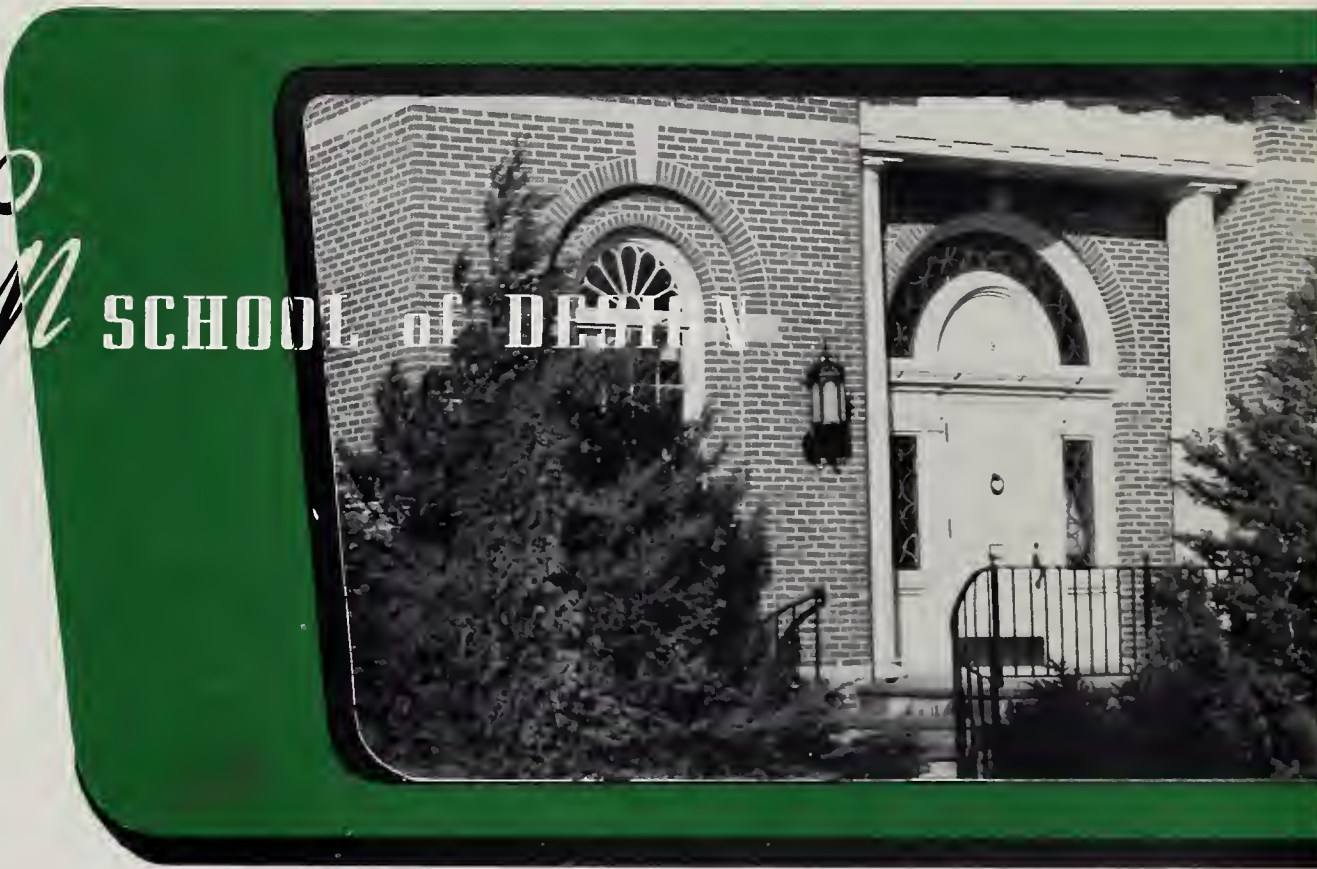


for a direct approach to a career in art . . .

Swin SCHOOL OF DESIGN



19 HAWTHORN STREET, NEW BEDFORD, MASSACHUSETTS



What is the direct approach?

The system of training in effect at the Swain School of Design is based on the theory that product must match demand, in order to be valuable to prospective employers. In devising the basic curriculum, the services of professional art directors in the field are employed. Through a cooperative work study program, the students of the school are trained in current techniques and methods. This professional association also allows the school to make constant revisions that assure the acceptance of its graduates. Students who are able to attain the professional excellence that is required for graduation have automatic avenues for job placement through this arrangement.

Members of our teaching staff are all men with professional backgrounds who operate successfully in the specialties that they teach. Our buildings are designed

specifically to meet the needs of an art school. The most modern equipment used in advertising studios is placed at the students' disposal. As new equipment is developed and proven, it is immediately added. Actual studio conditions are maintained in order that the student may develop a professional attitude in a professional atmosphere. Every assignment and subject within the school curriculum is aimed specifically at a professional goal. This is the direct approach. No wasted motion. Clarification of the professional goal and concentrated effort towards its attainment is the framework upon which school policy is built.

Hiram R. Haggett

DIRECTOR OF THE SCHOOL



1



5

HIRAM ROCKWELL HAGGETT, B.S. in Education, M.Ed.

Director of the School. Instructor in Commercial Illustration, Layout, Lettering and Package Design. Background: Director of Commercial Art Studio, Retail Advertising Manager, University Instructor.



2



6

WALTER EUGENE OWEN, B.S. in Education, M.Ed.

Instructor in Commercial Art, Design and Sociology. Background: Professional Caricaturist and Editorial Cartoonist, Television Artist and Lecturer.

WILLARD LEGG, B.S. in Chemistry, B.A. in Psychology and S. T. B.

Instructor in English, American History and Psychology. Background: Clergyman.

EDWARD PETER TOGNERI, B.F.A.

Instructor in Modern Painting and Design. Background: Head of Art Department, Friends Academy, Painter, Director of Private Summer Art School.



3



7

FRANCISCO RAPOZA, Diploma S. S. D.

Instructor in Water Color, Oil Painting, Perspective, Color Theory. Background: Oil Painter and Watercolorist, Mural Artist.

ARTHUR ZACHARIAS, B.F.A.

Instructor in Oil Painting and Fine Arts. Background: Commercial Artist, Instructor at Brown University.



4



8

HENRY JOSEPH ROSE, Diploma S. S. D.

Instructor in Silk Screen Printing. Background: Owner and Operator of a Silk Screen, Design and Manufacturing Service specializing in industrial and commercial designs.

ITALO JOSEPH BELL, Diploma S. S. D.

Instructor in Display and Machine Shop. Background: Textile Pattern Designer, Proprietor of Sign and Display Business.



CRAFO GALLERY



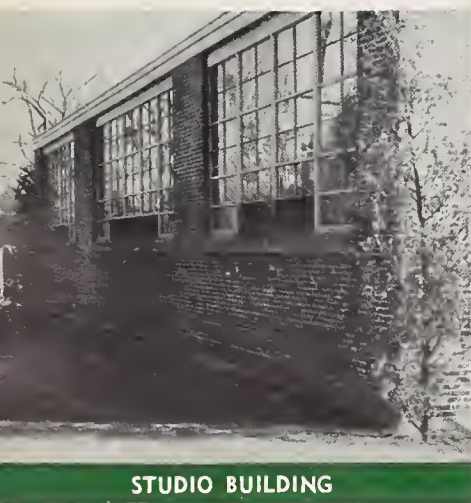
STUDIO BUILDING FOR UPPERCLASSMEN



GALLERY ENTRANCE



CERAMICS BUILDING



STUDIO BUILDING



MAIN SCHOOL BUILDING

OFFICERS OF ADMINISTRATION

HIRAM ROCKWELL HAGGETT, Director
ALDA ALVES, Registrar

TRUSTEES

OLIVER PRESCOTT, JR., President
W. JULIAN UNDERWOOD, Vice-President
GEORGE C. PERKINS, Secretary-Treasurer

CHARLES F. BROUGHTON
MRS. JOHN M. BULLARD
MRS. W. GORDON HUGHES
MRS. W. MYRON OWEN

JAMES W. WICKENDEN
WILLIAM TALLMAN
MRS. PALMER SCOTT
THEODORE H. RICE

The Swain School of Design was incorporated in 1881, not for profit, under the stipulations of the will of its founder, William W. Swain. The school is a charter member of the American Federation of Arts and holds the distinction of being the oldest private art school in the East devoted entirely to the teaching of Art. It is an endowed school devoted to the preservation of a situation under which students may take advantage of advanced education at an absolute minimum of cost.

The curriculum of the school includes, in addition

to the four-year diploma courses in Commercial Art and Fashion Illustration, Evening and Saturday Morning Children's classes. During a part of each winter, special adult hobby classes are offered requiring a minimum of attendance. Courses at the school are approved by the Board of Collegiate Authority, Veterans Administration and the United States State Department for the training of foreign students. The curriculum of the school is specifically designed for the training of commercial artists, designers and illustrators.

FASHION ILLUSTRATION

This course includes comprehensive training in basic drawing and design. Its specialized aspect is directed toward retail advertising. Studio courses in illustration, design and professional techniques are augmented by visits from cooperating art directors who conduct workshop periods in current methods. Qualified students are placed with the Art Department of one of the leading stores of the region, during their Senior year, under a work training program exclusive with Swain School.





COMMERCIAL ART

Commercial Art is recognized today as a valuable adjunct to business. Illustration and design which vividly impress the buying public, advertising booklets, catalogs and the various forms of printed matter sent through the mails are being used more and more in advertising and sales promotion.

You learn by experiencing actual problems through which the instructors are able to develop your ability to follow through on a complete project in its various stages of preparation. You will experience every possible commercial art problem and work in a comprehensive variety of media that will assure your placement in the field.

You will have every piece of modern equipment at your disposal, which, complemented with the practical experience of the instructor, will assure professional acceptance.



ENTRANCE PROCEDURE

The following steps must be completed in the admission of a Freshman student to Swain School of Design.

1. The applicant should write to the Registrar, Swain School of Design, 19 Hawthorn Street, New Bedford, Massachusetts, requesting an application form. This form should be requested as far as possible before the desired date of entrance. The student may appear at the school personally to fill out the form, if it is convenient.

2. When the completed application is received by the school, further instructions will be sent to the applicant.

3. The principal or headmaster of the secondary school where the applicant has attended will be requested to forward the applicant's secondary school credits to Swain School.

4. The application and school credits will be reviewed by the Director of the School and the prospective student will be notified as soon as possible whether his application has been approved.

5. Instructions as to the time and date of entrance examinations will be provided to acceptable applicants.

6. After admission is approved, the applicant is required to make a deposit of \$25.00 to complete his enrollment. This deposit will be credited to his tuition when he registers at the opening of school.

7. Applicants are required to meet certain special admission requirements to be found on the inside back cover of this catalog.

8. At the time of application, students must file three letters of recommendation and a glossy photograph — no smaller than 2" x 3". He is also required to present a folder consisting of at least six examples of his work.





REGISTRATION FEES

ALL FEES ARE PAYABLE IN ADVANCE

Day Division	\$185.00 per yr.	*Saturday Division	\$20.00 per yr.
*Evening Division	\$ 30.00 per yr.	*Habby Classes (Wed. — Day)	\$40.00 per yr.

Day and Evening Division fees may be paid in one or two installments at the beginning of each semester. Saturday fees may be paid in one or three installments.

*Post registration withdrawals are made upon the enrollees' responsibility and no refunds will be made thereupon.

CLASS SCHEDULES

ADMITTANCE TO CLASSES WILL BE REFUSED
UNLESS REGISTRATION FEE IS PAID

Full-time Day Classes will be in session from 9 A.M. to 3:30 P.M.

Luncheon period from 12 Noon to 12:30 P.M.

Evening Classes (Manday and Thursday) from 7 to 9 P.M.

All Saturday Morning Classes from 9:30 to 11:30 A.M.

All Special Classes (Monday and Thursday) from 7 to 9 P.M.

Drawing Board Rental		Lacker Rental — Saturday Classes	
(50 cents refunded)	\$2.00	(25 cents refunded far key)	\$ 1.25
Locker Rental per Year, Day or Evening		Labaratory Fees — Day Classes	\$10.00
(25 cents refunded far key)	\$2.25	Student Activities Fee	\$ 4.00

Day Division students who fail to enter course after registration will be charged \$10.00 clerical fee. Those who withdraw will receive refund consistent with time remaining and will be charged \$10.00 clerical fee. Na refund will be made in the event that the student is farced to leave because af unsatisfactory grades.

The Freshman supply expense approximates \$150.00 per school year. Sixty dollars af this sum represents equipment and supplies incurred during the first week af attendance. The student should be amply prepared ta meet this circumstance.

HONORS, SCHOLARSHIPS, AWARDS

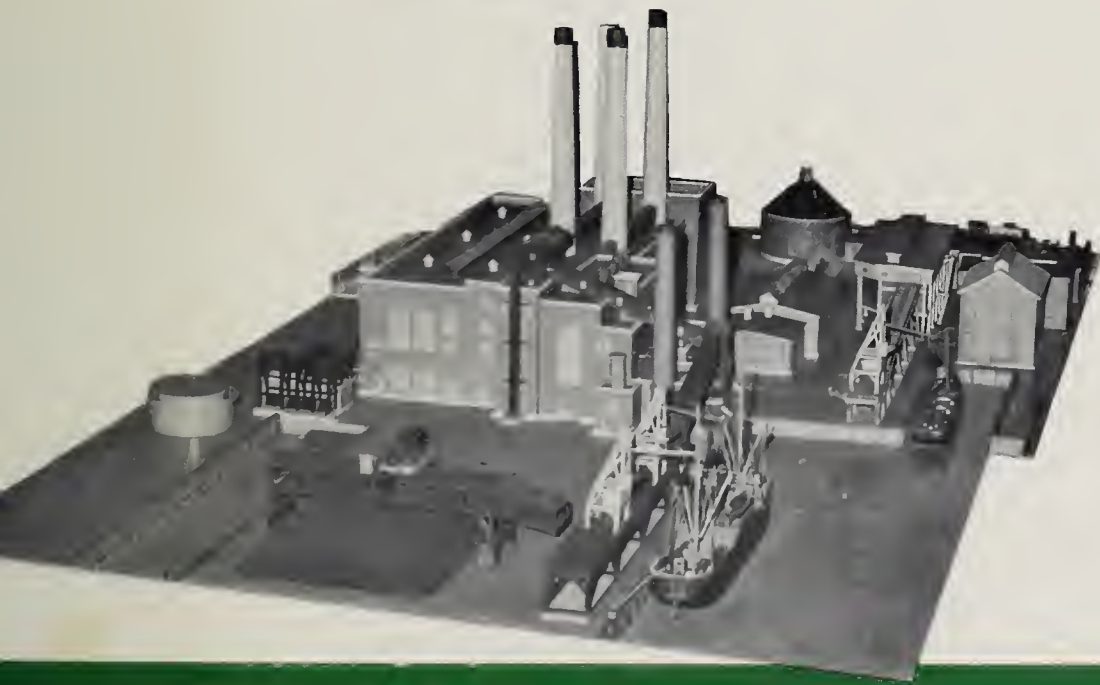


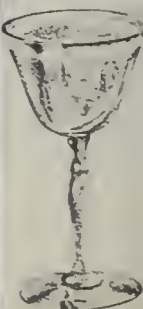
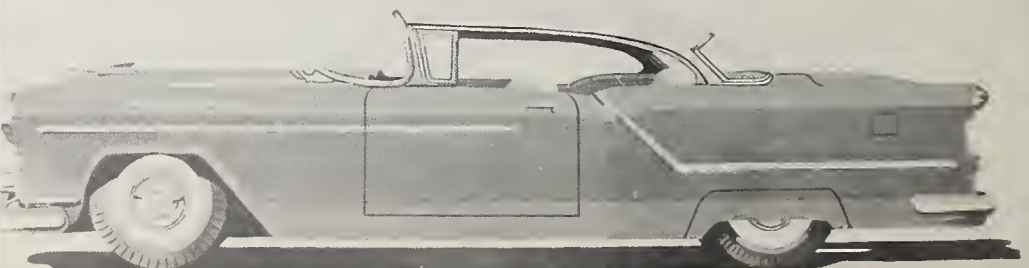
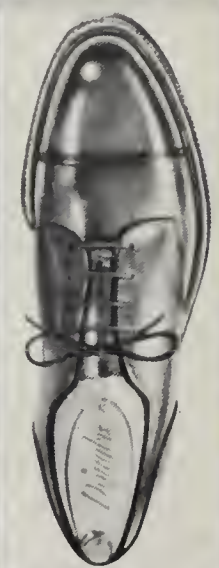
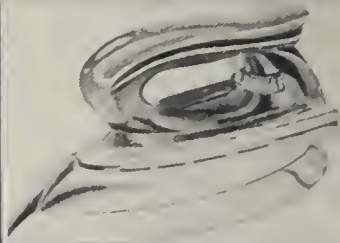
There are in existence at the school several scholarship awards sponsored by the school and private individuals. All scholarships are for students already enrolled in the school, with the exception of one which is sponsored by the New Bedford Boy's Club and available only to residents of the city who were former members; also the Thomas B. Akin scholarship and a full-time scholarship under the sponsorship of the Foreign Films Group of New Bedford. In addition to scholarship awards, there are honors awards. Amongst these are the Director's Award to the student attaining the highest average for four years and the Trustees' Award for the undergraduate with the highest marks for the current year. The Stanley Award, for the best package design, sponsored by the Stone & Forsythe Box Company. The Hutchinson award for the best window display design sponsored by Robert C. Saltmarsh.

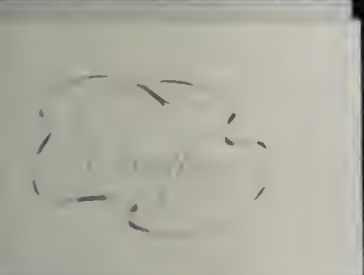
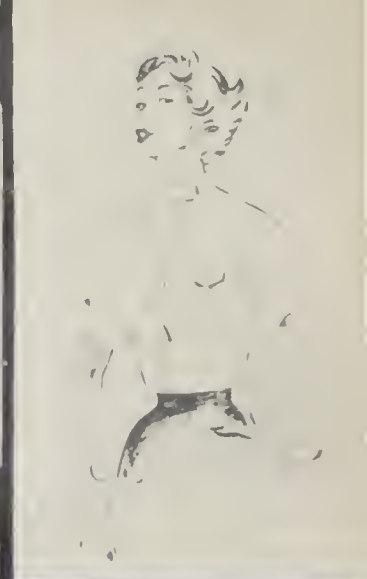


INDUSTRIAL COOPERATION

There is in effect at the Swain School of Design a novel and extremely beneficial cooperative work-study program in which several major companies have agreed to participate. The two major participants in this program include the advertising department of one of New England's department stores, located in Boston, and the production department of a large printing plant in New Bedford. The students are placed in the Art Departments of these organizations for a limited training period during their senior year. Aside from the practical experience gained thereby, the student is able to develop a placement contact for himself. The administrators of these participating groups also act as curriculum advisors for Swain School.







LOCATION OF THE SCHOOL

The Swain School of Design is located in the residential section of New Bedford. Its coastal location affords the students access to some of the most beautiful marine and coastal scenery on the east coast. Situated, as it is, within easy reach of famous Cape Cod and the equally well known islands of Martha's Vineyard and Nantucket, the school is fortunate in being close to some of the most favorite spots that artists visit and point. Situated in the city is one of the finest collections of whaling articles in the world which is housed in the famous Old Dartmouth Historical Society Museum. In the modern downtown section are excellent shopping facilities and theaters. Within a few minutes ride of the school, a choice of scenic beauty is available to groups from the school who often go on painting tours organized by the school. Also within easy commuting distance of the school are amusement parks and recreational facilities that make the students' leisure hours pleasant.



JUNIOR SCHEDULE

COMMERCIAL

DAY	SUBJECT	Clock Hours	Credit Hours
MONDAY	Advertising Illustration	3	1
	English	3	3
	Calligraphy, 1st Semester	3	2
	Reproduction, 2nd Semester	3	2
TUESDAY	Textiles	3	2
	Art History	3	3
	Sculpture, 1st Semester	3	1
	Perspective, 2nd Semester	3	1
WEDNESDAY	Airbrush (Design)	3	1
	Ad Theory and Layout	3	2
	Industrial Design	6	5
THURSDAY	Life	6	2
	Techniques (Drawing), 1st Semester	3	1
	Etching	3	2
	Woodcuts (Lithography), 2nd Semester		
FRIDAY	Painting	6	2
	Display	3	1
	Water Color	3	2
		—	—
		60	33

FASHION ILLUSTRATION

DAY	SUBJECT	Clock Hours	Credit Hours
MONDAY	Advertising Illustration	3	1
	English	3	3
	Calligraphy, 1st Semester	3	2
	Reproduction, 2nd Semester	3	2
TUESDAY	Textile Design	3	2
	Art History	3	3
	Texture Rendering	3	1
	Accessories (Wash)	3	1
WEDNESDAY	Fashion Layout	3	1
	Ad Theory and Layout	3	2
	Fashion Illustration	6	5
THURSDAY	Life	12	5
FRIDAY	Water Color (Commercial Wash)	6	2
	Water Color	6	3
		—	—
		60	33

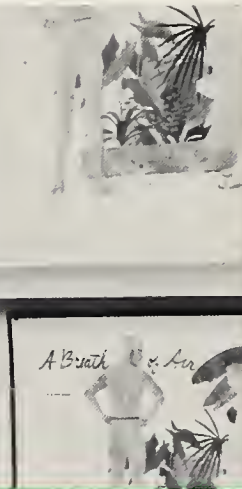
SENIOR SCHEDULE

COMMERCIAL

DAY	SUBJECT	Clock Hours	Credit Hours
MONDAY	Packaging	3	2
	Direct Mail	3	2
	Lettering, 1st Semester	3	2
	Working Drawings, 2nd Semester	3	2
TUESDAY	Portfolio Preparation	3	2
	Model Making	3	1
	Drawing, 1st Semester	3	1
	Silk Screen	3	1
WEDNESDAY	Commercial Water Color, 1st Semester	3	1
	Water Color Illustration, 2nd Semester	3	1
	American Literature	3	2
	Etching, 1st Semester	3	1
	Aesthetics	2	2
	English	1	1
THURSDAY	Water Color	6	2
	Constitutional History	2	1
	Humanities	2	1
	Life Drawing	2	1
FRIDAY	Painting	6	2
	Industrial Design	6	4
		—	—
		60	32

FASHION ILLUSTRATION

DAY	SUBJECT	Clock Hours	Credit Hours
MONDAY	Texture Rendering	6	4
	Lettering	3	2
	Working Drawings	3	2
TUESDAY	Portfolio Preparation	6	3
	Drawing (Figure and Accessories)	6	2
WEDNESDAY	Fashion Water Color, 1st Semester	1½	1
	Water Color Illustration, 2nd Semester	1½	1
	American Literature	3	2
	Silk Screen	5	3
	English	1	1
THURSDAY	Water Color	6	2
	Constitutional History	2	2
	Humanities	2	2
	Life Drawing	2	1
FRIDAY	Painting	6	2
	Layouts and Comprehensives	6	4
		—	—
		60	34



The social activities of the school are the responsibility of the Student Council, which is composed of a representative of each class, and who work with the Director in planning such events as the Freshman Reception, Halloween Party, Christmas Party, Informal Record Hops and the Graduation Dance. Throughout the year, exhibitions of paintings are brought to the school through the New Bedford Art Center, a branch of the Swain School, and through the School itself.

Swain School has its own basketball team which has enjoyed enthusiastic acceptance amongst the students.

An attempt is made to plan a major field trip so that a student will have the opportunity to be a part of at least one such experience during his stay at the school. In the past, these trips have usually consisted of a three or four day visit to New York City where the student body is the guest of advertising houses, museums and other points of interest.

ADMISSION REQUIREMENTS

1. Applicant must be a high school graduate from a standard four-year high school or have acceptable equivalent preparation.

2. Applicant must have completed 15 units of high school work. High school record must show the completion of 14 units in fulfillment of graduation requirements, or the candidate must present evidence of equivalent preparation.

(A unit represents a year's study in any secondary school subject which constitutes approximately one-fourth of a full year of work for pupils of normal ability. The recitation periods should total 120 clock hours to qualify as a unit. Shop or laboratory work receives one-half of the clock hour credit given to recitation.)

3. Personal interview by the Director of the School, in addition to three letters of recommendation shall be the basis of a continuing personality record.

REQUIREMENTS FOR ADMISSION BY CERTIFICATION

Of the 15 units required, 12 must be selected from List B and include the 7 on List A. The remaining 3 units may be any that the high school accepts as part of its graduates' requirements.

LIST A. English, 3 units; American History and Civics, 1 unit; General Science, 1 unit; Geometry, 1 unit; Algebra, 1 unit.

LIST B. The units must be so distributed that the number in any field, including the required units, will not exceed the following limits. English, 3 units; Social Studies, 4 units; Science, 3 units; Foreign Language, 5 units; Mathematics, 3 units; Business subjects, 2 units; Fine and Practical Arts, 2 units; Home Economics, 2 units; Physical Education, 1 unit.

No credit will be given for any less than 2 units in any one language.

The Swain School extends the privilege of certification to all accepted private and public schools. The right of withdrawal of certification is reserved in cases where the students of the high school in question fail to meet the standards required by the Swain School.

Students in the upper quarter of high school or college preparatory classes are eligible for admission without examination if they have completed 15 units and have passing grades in the seven required units. Students who do not meet the foregoing requirements may be allowed admission upon examination. Requests for such examinations must be made personally at the school by appointment with the Director.

swain school of design **75** *years of service to new england*